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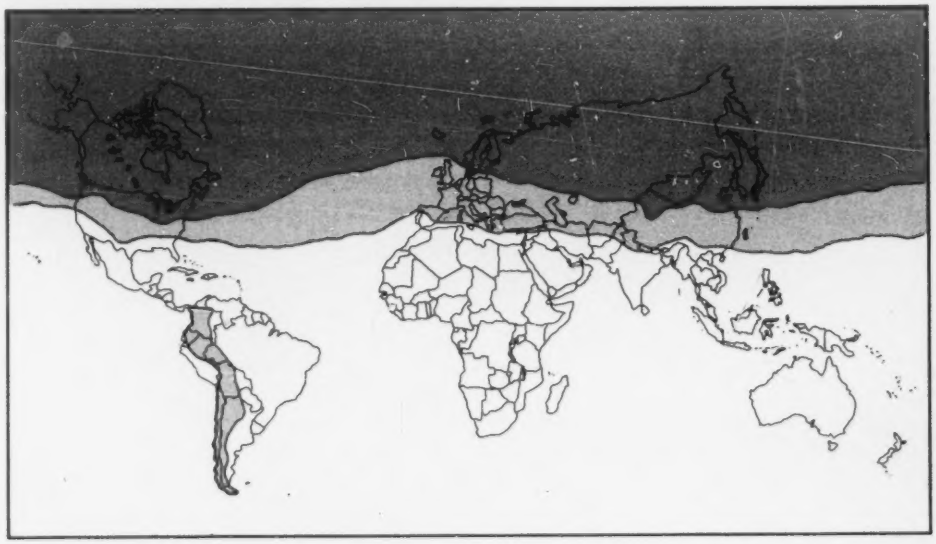
ICE COLD CASH

The business of winter affects nearly 2 billion people worldwide.

DEEP FREEZE

Nearly half the world's population faces freezing temperatures annually. (Estimated location and population of the "winter zone," including "inner zone" and "fringe," in millions, 1987)



Inner zone *(population 1,074 million)*

Fringe *(population 813 million)*

Source: "The Winter City World," Winter Cities Forum and Showcase, Edmonton, Alberta, Canada, 1988.

While New Yorkers gear up for bathing suits, ice cream, and summer fun this month, Australians in Sydney buy snowplows, ski boots, and hot tea. Winter is a thriving business all year, as consumers above and below the equator search for new ways to enjoy their icier months.

One billion people, or one-fifth of the world's population, live in the "inner zone" of winter—areas with an average January temperature of 32° F or less. Another 800 million people live in the "outer zone," or "fringe"—with an average January temperature of 41° F or less, according to the Winter Cities Forum and Showcase held in Edmonton, Alberta last February. Together these zones comprise some of the most densely populated urban regions in

(continued on p. 9)

FORMERLY INTERNATIONAL DEMOGRAPHICS
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DELHI: INDIA'S URBAN EXAMPLE

If the Delhi Union Territory can manage growth successfully, international business will benefit.

The Delhi Union Territory is becoming India's example. As the nation's capital, a center of wealth, and a symbol of urban planning, Delhi must absorb rapid population growth without losing economic ground. It's a test that's proving difficult, and every Indian is watching. But outsiders have been slow to take note.

The 7.8 million people in the Delhi Union Territory*—an administrative district similar to Washington, D.C.—live in a contrasting world of ancient bazaars and modern high-rise buildings. The Union Territory has gained 1.6 million people just since 1981. The urban population grew by 4.7 percent a year from 1971 to 1981, faster than that of Calcutta, Bombay, or Madras. By 2000, Delhi's population will more than double, approaching 14 million people. The Union Territory would then be the eleventh largest urban area in the world.

Delhi's modern geography is as eclectic as its history. The old "walled city," the site of most retailing today, was Delhi's original marketplace as far back as the 12th century. That section is now part of a larger census division called the Delhi Municipal Corporation. A second census division includes the center of government service, called the New Delhi Municipal Corporation. The Delhi Cantonment, a military center, is the third-largest urban census division.

IN DEPTH

The rest of Delhi's urban population lives in 27 smaller "towns," each having more than 5,000 people. While only 450,000 Delhi residents live in rural areas, most of the district is classified as rural (891 square kilometers are rural versus 592 urban). The Delhi Development Authority (DDA), Delhi's major planning agency, also divides the territory into eight planning divisions (see table and map).

All Indian cities are plagued by poverty and substandard housing.

** Recently the Delhi Metropolitan Area was redefined to include the Delhi Union Territory and several smaller outlying regions, such as the Faridabad–Ballabhgarh complex, Ghaziabad, and Gurgaon. Their populations total nearly 500,000. This profile will focus exclusively on the Union Territory.*

WESTERN SPRAWL

Northwest Delhi will grow by 6 percent a year through the end of the century. (Population of major planning divisions in urban areas of Delhi, 1981, projected population, 2001, and projected annual growth rate 1981–2001, in percent)

*Planning division**	*Population*		*Projected annual growth rate 1981–2001*
	1981	*Projected 2001*	
Total**	**5,460,000**	**8,210,000**	**2.1%**
Old Delhi	620,000	420,000	–1.9
Karol Bagh	560,000	610,000	0.4
Civil Lines	580,000	710,000	1.0
New Delhi	490,000	700,000	1.8
Shahdara	1,020,000	1,630,000	2.4
New Delhi South	820,000	1,190,000	1.9
West Delhi	860,000	1,360,000	2.3
Northwest Delhi	510,000	1,590,000	5.8

** **Note:** The major planning divisions in Delhi differ from major census areas. For census areas, see table on p. 6.*

*** **Note:** Urban population not included in planning divisions equals 308,200. Delhi's total urban population in 1981 equaled 5,768,200. See table on p. 6.*

Source: Delhi Vikas Varta, *vol. 2, no. 2, special issue, 1985, in* Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of International Economic and Social Affairs, Policy Paper no. 7, New York, 1986, p. 8.*

Consumer markets abroad

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But Delhi benefits from its capital status by receiving a larger share of government funds and pressure from national leaders for urban renewal. Further, the city's economy depends on a strong and varied base of small retail establishments.

Per capita income in Delhi was nearly twice the national average in 1983, $321 per year compared with $181 for India as a whole. Only the states of Pondicherry and Punjab had higher incomes, $352 and $340, respectively.

MOSTLY MALE

The Union Territory's population is extremely young and disproportionately male. Fully 35 percent of Indians in Delhi were under age 15 as of the last census. Only 3 percent were

The Union Territory's population is extremely young and disproportionately male.

DELHI DIVISIONS

The Delhi Development Authority divides the urban population into 8 districts. Migration to these districts from the neighboring states Uttar Pradesh and Haryana is heavy.

Source: New and Latest Map of Delhi and New Delhi Roads, *International Publications Delhi-6, Delhi, India, 1980.*

aged 60 and older. Because many men migrate to the territory in search of work, there were 124 males for every 100 females there in 1981.

Fully 85 percent of urbanites in the Union Territory live in the Delhi Municipal Corporation. Five percent live in New Delhi, and one percent live in the Delhi Cantonment. About 7 percent of Delhi's population live in areas classified as rural.

Average household size is large in Delhi and in the country as a whole. Indian families have many children to ensure that some will survive. In 1983 Delhi's average household size was 5.1 people.

Although Delhi's population is projected to double by the end of the century, planners predict that growth will slow by the late 1990s. Two planning areas, Civil Lines and Karol Bagh (see map), will grow at about 1 percent a year, and western outlying regions should grow at about 2 percent a year. The planning area of Northwest Delhi will grow as fast as 6 percent a year, according to DDA projections. Growth to the east is limited by the Yamuna River, which is the edge of the Union Territory.

THE MIGRANT ELITE

More than half of Delhi residents in 1981 were not born there, and fully two-thirds of Delhi's population growth from 1971 to 1981 came from migrants. About one-third of the new migrants came from the neighboring state of Uttar Pradesh. One-quarter came from the states of Haryana, Punjab, and Rajasthan.

Migrants to Delhi do not fit the "guest worker" stereotype. They are often better educated and more likely to be employed than long-time Delhi residents. In 1981 two-thirds of migrants to Delhi were literate. A large number move to Delhi with a job already lined up.

The reasons Indians move to Delhi differ for men and women. Half of the men who migrate there report that

THE BIG TEN

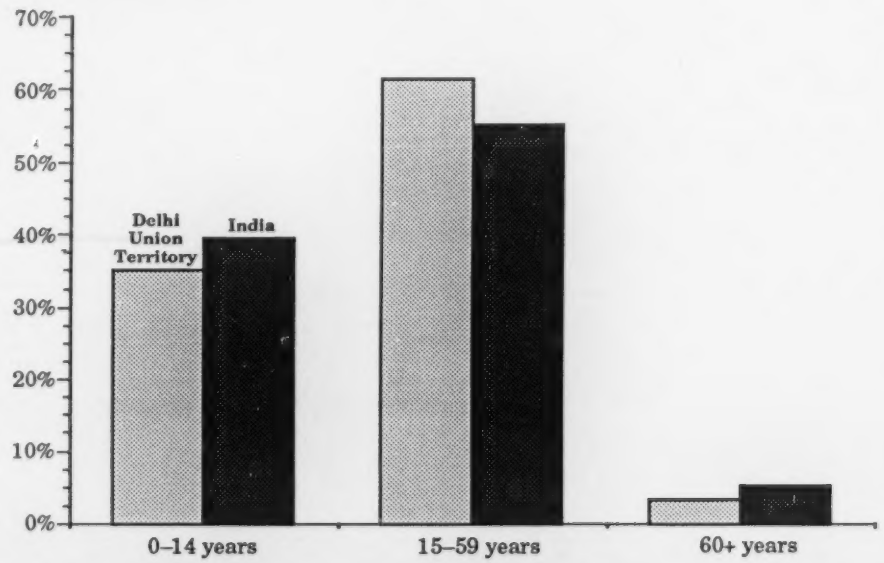
Delhi is growing faster than Calcutta or Bombay. (Population of India's top ten urban areas, in millions, 1971, 1981, projected 2000)

Metropolitan area	*Population*		
	1971	*1981*	*2000*
Calcutta, West Bengal	7.0	9.1	16.6
Bombay, Maharashtra	6.0	8.2	16.0
Delhi, Delhi Union Territory	3.6	6.2	13.3
Madras, Tamil Nadu	2.5	4.2	8.2
Bangalore, Karnataka	1.6	2.9	8.0
Ahmedabad, Gujarat	1.6	2.5	5.2
Hyderabad, Andhra Pradesh	1.8	2.5	5.3
Kanpur, Uttar Pradesh	1.3	1.7	3.4
Poona, Maharashtra	0.8	1.7	3.7
Lucknow, Uttar Pradesh	0.8	1.0	2.0

Source: Dogan, Mattei and Kasarda, John D., The Metropolis Era: A World of Giant Cities, *Sage Publications, New Delhi, India, pp. 16, 254.*

MORE WORKERS, FEWER PENSIONERS

Delhi's share of working-age Indians is higher than the national average. (Population of Delhi Union Territory and India by age group, in percent of total population, 1981)



Source: Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of International Economic and Social Affairs, Policy Paper no. 7, New York, 1986, p. 6; Hobbs, Frank B.,* Demographic Estimates, Projections and Selected Social Characteristics of the Population of India, *Center for International Research, U.S. Census Bureau, May 1986, p. 41.*

they come to Delhi for a job, while fewer than 1 percent of women give that reason. But half of the women report that they come for family reasons, versus 35 percent of men who do the same. About 14 percent of women say they come to Delhi because of marriage.

BEYOND THE BASICS

As in many Indian cities, Delhi's primary education needs are met. Nearly 100 percent of children aged 6 to 11 go to primary school. About 77 percent of children aged 11 to 14 receive a middle-school education, and about half of children aged 14 to 17 go to secondary school.

In 1981 there were 1,726 primary schools, 326 middle schools, and 708 secondary schools in the Union Territory. Recently, the government started to build all-in-one schools, with primary, middle, and secondary grades located on one site.

Unfortunately, Delhi's health facilities are not as advanced as its educational facilities. There are only 23 hospital beds for every 10,000 people in Delhi. In addition, health facilities are distributed unevenly. The number of beds for every 10,000 people ranges from 90 in New Delhi to 0.5 in Northwest Delhi.

BUILDING ON THE BAZAAR

Economically, Delhi thrives on two activities: the bazaar and the bureaucracy. Trade, services, and public sector activity account for three-quarters of all productive activity. Manufacturing has expanded recently to include electronics, machinery, metals, plastics, and paper goods. Even so, Delhi remains the least industrialized of India's four largest metropolitan areas.

Old Delhi is the Union Territory's retail center, and has traditional markets such as the Chandni Chowk bazaar. This district also contains Connaught Circus, a market that has remained commercially active since its restoration to prominence in the imperial days. West Delhi and Shahdara, two of the municipal planning districts, will become ancillary hubs of economic activity as the population expands.

CITY OF SALESPEOPLE

One-third of the population in the Union Territory works, most in the informal sector. Employment is centered in Old Delhi, despite the fact that development planners have tried to relieve congestion there since the early 1960s.

INCOME REPORT

Compared to most Indian states, Delhi's annual per capita income is high. (Per capita income, in US$, 1983)

State/Territory	*Per capita income*
Pondicherry	$352.02
Punjab	339.60
Delhi	**321.37**
Maharashtra	244.86
India	181.15
West Bengal	171.35
Tamil Nadu	133.44

Source: Estimates of State Income of Delhi, 1970/71–1982/83, *Delhi Administration, in* Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of International Economic and Social Affairs, Policy Paper no. 7, New York, 1986, p 34.*

LABOR GLUT

Delhi's labor force will double by 2001. (Total labor force by sector, 1971, 1981, projected 2001)

Sector	*1971*	*1981*	*2001*
Total labor force	1,228,397	1,986,399	4,908,000
Agriculture	60,856	75,731	72,000
Industry	291,585	568,910	1,330,000
Construction	65,138	123,704	231,000
Trade and commerce	244,597	420,325	976,000
Transport and communication	114,976	178,820	504,000
Other services (includes government)	451,245	618,908	1,367,000

Source: Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of International Economic and Social Affairs, Policy Paper no. 7, New York, 1986, p. 15.*

More than half of all workers—52 percent—are employed in trade, commerce, and government services. Retail activity is intense: in 1961 there were 16 retail shops for every 1,000 Delhi residents. By 1981 there were 45 retail shops for every 1,000 people.

While fewer than a third of all workers are employed in industry, that share has risen considerably over the past 20 years. Fewer than 5 percent of Delhi residents farm, and nearly 10 percent work in transport and communication.

More than half a million people work in the public sector, Delhi's largest employer. The number of public workers has grown by more than 4 percent a year over the past 20 years, but growth has been uneven. Employment in public services grew by almost 10 percent a year from 1961 to 1981 and is responsible for bringing a large share of migrants to the Union Territory. The number of workers in the Delhi Administration and other local bodies grew at about 5 percent a year, and employment in the central government grew at about 2 percent a year.

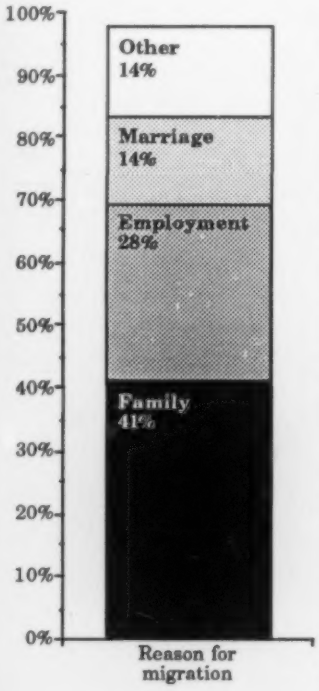
The Delhi Development Authority predicts that the structure of the Union Territory's labor force will hardly change in the next 15 years. The labor force participation of the Delhi population will grow from 32 to 38 percent, but the Union Territory should gain more than 2 million new jobs. The share of workers employed in trade, commerce, and government services will remain relatively constant. Agricultural work should fall from 4 percent of all jobs to less than 2 percent, and employment in transport and communication should rise to 11 percent.

URBAN DISTRESS

Since the early 1960s, the Delhi Development Authority has tried to shape the course of Union Territory growth. Planners have had little success in decentralizing downtown

THE BIG ATTTRACTION

Most Indians move to Delhi for family and work. Women move for family, while men move for work. (Reason for migrating, percent of total responses, 1985)



Note: Less than 1% of migrants moved for educational reasons.

Source: Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of Economic and Social Affairs, Policy Paper no. 7, New York, p. 7.*

DELHI STATUS

Delhi's urban areas consist of 3 major census divisions and 27 small "towns." (Total population by census division, 1981)

Census division	*Population*	*Census division*	*Population*
Total Union Territory	**6,220,406**		
Total Urban Area of Delhi	**5,768,200**	Other Urban Areas (con't)	
Delhi Municipal Corporation	4,884,234	Mahipalpur	8,765
New Delhi Municipal Corporation	273,036	Rajokri	5,759
Delhi Cantonment	85,166	Chhattarpur	6,504
Other Urban Areas	525,764	Lado Sarai	6,079
Samepur	9,147	Tigri	17,228
Bhalswa Jahangirpur	70,301	Deoli	5,788
Jaffarabad	16,148	Molar Band	5,326
Barbarpur	21,925	Pul Pehlad	8,788
Gokalpur	14,972	Bawana	12,637
Mandoli	47,891	Alipur	6,735
Kotla	65,828	Pooth Khurd	7,145
Roshanpur	5,122	Pehladpur Banger	5,011
Nangloi Jat	37,623	Bijwasan	7,389
Sultanpur Majra	56,058	**Total Rural Area of Delhi**	**452,206**
Nangloi Sayed	9,689		
Bindapur	9,284		
Nasirpur	24,244		
Palam	34,378		

Source: Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of International Economic and Social Affairs, Policy Paper no. 7, New York, 1986, pp. 5, 36; Census of India 1981,* Provisional Population Totals: Workers and Nonworkers, *Indian Administrative Service, p. 181.*

government and business activity, stemming a severe housing shortage, or improving the infrastructure. Even so, their priorities into the next century remain the same.

These planning goals grew up around the Master Plan of 1962, which proposed the creation of 11 urban districts, each housing about 300,000 people, and the restriction of central-city employment. Planners also proposed a National Capital Region that would include the Union Territory and several districts in the states of Uttar Pradesh, Haryana, and Rajasthan.

Today, only three of the proposed districts exist. Workers are even more centralized in the downtown area than before, and a National Capital Region is still a reality only on paper.

Even so, planners adopted the Revised Master Plan for Delhi in early 1986. The focus of the new plan is public service, particularly housing. In addition to the three commercial districts built under the original master plan—Nehru Place, Rajendra Place, and Bhikaji Cama Place—three more districts are under construction. They are Janakpuri, Laxmi Naga, and Shivaji Place. Planners project that the district centers will generate about 700,000 new jobs.

HARD LIVING

Delhi's 1 million plus households do not, for the most part, live in too much comfort. Housing facilities range from developments and villages to squatter settlements and resettlement colonies. The DDA estimates a current housing shortage of about 300,000 units. Since the number of households in Delhi will double by 2000, the shortage is likely to get worse.

Environmental problems constrain Delhi's growth. Only one-fifth of the waste generated each day is properly treated, and the Yamuna River, to the east of the city, is already extremely polluted. By 2001, Delhi will require six times the sewage capacity available now. Electric power is also in short supply.

Throughout the Union Territory there are about 600 squatter settlements on private land. Planners are working to upgrade these settlements and to move as many squatters as possible to resettlement colonies on the outskirts of the city. During 1984–85 city planners upgraded water supplies, provided storm water drains, community baths, and streetlights to nearly 200,000 housing projects in the Union Territory.

DAILY MOVEMENTS

In one day more than 3,000 people migrate to India's big three metropolitan areas. (Number of migrants entering India's metropolitan areas each day)

Metropolitan area	*In-migrants per day*
Calcutta	2,000
Bombay	822
Delhi	**329**

Source: Chengapa, Raj, "India's Urban Chaos," India Today, New Delhi, India, in World Press Review, April 1988, p. 54.

MUNICIPAL PAYROLL

Delhi workers will swell government ranks. (Government employment by sector, 1961, 1981, projected 2001, and projected average annual growth, in percent, 1981–2001)

	Total employed			*Projected average annual growth 1981–2001*
	1961	*1981*	*2001*	
Total	222,000	542,000	1,094,000	3.6%
Central government	144,000	226,000	316,000	1.7
Public services	22,000	141,000	384,000	5.1
Delhi administration	25,000	58,000	153,000	5.0
Local government bodies	31,000	117,000	241,000	3.7

Source: Seminar on Employment: 1981–2001, *Delhi, 1981, and* Delhi Vikas Varta, *vol. 2, no. 2, special issue, 1985, Delhi Development Authority, in* Population Growth and Policies in Mega-Cities: Delhi, *United Nations, Department of International Economic and Social Affairs, Policy Paper no. 7, New York, 1986, p. 16.*

For higher income groups, the DDA builds housing. In 1981 it built 17,000 housing units. By 1983 it built 25,000 units. Even with the added housing, 158,000 households were on the waiting list for public accommodations in 1985.

TRANSIT TIPS

As a government center and the former "jewel" in Britain's crown, Delhi attracts many diplomats and tourists. The city is well equipped to handle guests in a variety of both expensive and low-cost hotels. Many Indians also understand English.

Congestion is a chronic problem, however. One-fifth of all the motorized vehicles in India are on Delhi streets, and nearly 800,000 people commute to work every day. Buses account for more than half of all daily vehicle trips. The average monthly household income of bus riders is $123. Bicycles account for 22 percent of all daily trips. The average monthly household income of bicycle riders is $71. One-tenth of all daily vehicle trips are made on scooters and motorcycles, while only 4 percent are in cars. The average monthly household income of scooter, motorcycle, and car drivers ranges from $190 to $270.

Those who wait for a public bus wait a long time. In its 1981 Seminar on Transport, the DDA estimated that Delhi residents waste 100 man-years a day waiting for public buses.

But even with all the congestion and waiting at bus stops, Delhi is better suited for international business than most Indian cities. Absorbing India's relentless growth will test planners well into the next century.

SOURCES

The United Nations series on urbanization, *Population Growth and Policies in Mega-Cities,* is an excellent resource for detailed information on Delhi, Calcutta, Bombay, and Madras. That series is produced by the Department of International Economic and Social Affairs. Population Policy Paper no. 7 (on Delhi) was published in 1986.

The 1981 Indian Census publications are available by writing to the Government of India Press, Ring Road, New Delhi 110064, India. The Center for International Research at the U.S. Census Bureau projects growth of major cities around the world. Contact the U.S. Department of Commerce, Room 709, Scuderi Building, Washington, DC 20233.

—Blayne Cutler

SHARED VALUES

Unlike some Indian states, Delhi is mostly Hindu. (Religious affiliation of Delhi residents, percent of total population, 1981)

Religion	*Share*
Total	100.0%
Hindu	83.6
Muslim	7.7
Sikh	6.3
Jain	1.2
Christian	1.0
Buddhist	0.1

Source: Hobbs, Frank B., Demographic Estimates, Projections and Estimated Social Characteristics of the Population of India, *Center for International Research, U.S. Census Bureau, May 1986, p. 97.*

CITY SMARTS

Literacy in Delhi is higher than in most urban areas. (Percent literate of major Indian urban populations, by sex, 1981)

		Percent literate		
Urban area	*State/Territory*	*Total*	*Male*	*Female*
Calcutta	West Bengal	65.5%	71.0%	58.6%
Bombay	Maharashtra	62.4	69.0	54.3
Delhi	Delhi Union Territory	68.0	73.9	60.3
Madras	Tamil Nadu	65.8	73.1	57.9
Bangalore	Karnataka	62.9	69.2	55.9
Kanpur	Uttar Pradesh	54.8	61.5	46.6
Jaipur	Rajasthan	53.5	63.6	41.9

Source: Census of India 1981, Provisional Population Totals: Workers and Nonworkers, *Indian Administrative Service, Manager Government of India Press, Appendix III.*

(Ice cold cash, continued from page 1)

the world and they also include some of the world's wealthiest populations.

Nearly half of the people living in the inner zone are Asian. All of the people (286 million) who live in the Soviet Union, and more than 100 million people in North America and another 180 million in Europe, also live in the inner zone. These countries include Switzerland, South Korea, and Yugoslavia.

Another 475 million Asians, nearly 300 million Europeans, and 50 million North Americans live on winter's fringe. Fringe-area countries are seven times more densely populated than inner-zone countries.

At US$6,764, the per capita gross domestic product for countries in winter's fringe area is larger than that for those in the inner zone. Although the average per capita GDP is only $4,610 for those in the inner zone, the inner-zone countries of Switzerland, the United States, Norway, and Japan all have per capita GDPs above $15,000.

The people who live in the winter zones spend about $440 billion a year on clothing. Their heating costs amount to about $300 billion per year, and snow removal costs range from $5 to $20 per person each year.

Winter tends to be the "season of culture." There are more art, theater, and musical presentations during winter months, and these activities occur more frequently in winter cities, according to proceedings from the Winter Cities Forum.

Winter sport enthusiasts are also on the rise: fully 52 million skiers visited U.S. slopes in the 1985–86 season, 6 million skied in France, and 4 million in Austria. About 10 percent of the French take ski vacations, and their average daily per capita expenditure is US$90. The U.S., Japan, and West Germany each sold more than 1 million pairs of skiis from 1986 to 1987.

But the economics of winter mean different things to different nations. Sapporo, Japan's snowy northern city, has developed a "district heating system" which collects waste heat from the subway system to warm apartments. The city also uses a radar/sensor system for predicting snowfall on certain roads, and even heats its sidewalks. Sapporo's ice festival, famous for snow sculptures, attracts 2 million visitors annually.

The West Edmonton Mall in Edmonton, Alberta, creates its own "warm city" as a shopping shelter from the cold. In the largest enclosed mall in the world, West Edmonton developers boast that shoppers can "walk to Hawaii" in the warm-weather climate simulated under the mall's roof.

Regardless of how urban planners and developers differ, a "northern resurgence" creates opportunities for businesses and consumers alike. Edmonton mayor Lawrence DuCore plans to take advantage of such a resurgence. "The business of winter is a big one," he says, "just how big is only beginning to be realized."

—Jeanne Howard
Virginia Polytechnic Institute and State University

WINTER FUN

The U.S., Japan, and West Germany sold 4 million pairs of skiis last year. (Sales of downhill and cross-country skiis, by country, 1986/87)

*Country**	*Pairs of skiis sold*
U.S.	1,700,000
Japan	1,165,000
West Germany	1,150,000
Canada	650,000
France	600,000
Austria	500,000
Switzerland	500,000
Italy	400,000

** Note: Scandinavian countries sold a total of 800,000 pairs of skiis in 1986/87.*

Source: Winter Cities Forum and Showcase, Edmonton, Alberta, Canada, 1988, p. 58.

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DISCOVER ROTTERDAM, THE NETHER-LANDS

As the gateway to Europe, Rotterdam's role in trade is bound to increase.

Netherlanders will tell you that Rotterdam is for making money, Amsterdam is for spending it, and The Hague is for talking about it.

Given that the Rotterdam metropolitan area generates about 10 percent of the GNP in a country three times more populous than Maryland, but only slightly larger in size, many foreigners would agree with that claim.

As the 15-million-person nautical gateway to Europe, Rotterdam has undertaken one of Western Europe's largest dockside renewal programs—one which began in the mid-1970s and will extend beyond 2000.

After complete devastation in World War II, the Dutch port surpassed New York's cargo capacity 20 years ago and now handles almost twice the tonnage of the world's second largest port, Kobe, Japan. Over 250 million tons from more than 30,000 ocean-going vessels and 180,000 inland barges are off-loaded annually here. From 1984 to 1987, planners injected US$1 billion into local port improvements. They plan to add US$300 million more by 2000.

Traders transship about 80 percent of the goods that enter Rotterdam's port to the rest of Europe, including more than 40 percent originating in the United States and 30 percent originating in Japan. Rotterdam handles more West German tonnage than do West Germany's own ports.

CENSUS SHY

Census-taking is an extremely sensitive matter in the Netherlands—a fact that goes back to wartime. "The current generation still resents having had to carry an identity card during the war," explains Jos Geerling, head of the municipality's Economic Research and Policy Department. The most recent census was taken in 1971, but he is confident that times are changing: "The younger generation may be more receptive to a census in not too long a time."

Projections show that Rotterdam will age faster than the Netherlands as a whole. At least 20 percent of Rotterdam residents will be aged 65 or older by 1992, while only 13 percent of all Dutch residents will be that old. The share of young people in Rotterdam (those aged 19 or younger) will dip below the national share in 1992, 21 percent compared to 25 percent nationally.

Of last year's 573,000 Rotterdam residents, nearly 60,000 were immigrants. Most come from the Dutch Antilles and Suriname, a former Dutch colony.

PRIME TIME

Twenty percent of all Rotterdam residents are entering their prime working ages—30 to 44. (Population of Rotterdam by age group, total, and by sex, January 1987)

Age category	*Total*	*Female*	*Male*
All ages	572,700	295,400	277,300
0–14 years	88,100	43,300	44,800
15–29 years	145,900	71,600	74,300
30–44 years	116,800	56,100	60,700
45–59 years	92,200	46,000	46,200
60–74 years	85,100	48,100	37,000
75–90 years	44,800	30,400	14,400

Source: Key Figures Rotterdam Area 1987, *Industrial Information Rotterdam Area, World Trade Center, 22nd Floor, Beursplein 37, P.O. Box 30103, 3001 DC, Rotterdam.*

Nearly 1,000 U.S. companies invest in the Netherlands—accounting for nearly one-third of all overseas investments there. A 1986 study by Buck Consultants International of Nijmegen found that a large majority of U.S. firms investing in the Netherlands valued Rotterdam's geographic setting as a starting point for European trade.

VENTURE VACANCIES

Rotterdam's metropolitan area holds Europe's third largest pool of venture capital. There are 40 venture capital firms in the area with a total of US$650 million to invest, compared with France's $750 million and the U.K.'s $4.4 billion. With more than 200 members in the Amsterdam-based European Society for Opinion and Marketing Research, Rotterdam traders can count on research support. Only the U.K. and West Germany have more ESOMAR members.

Unemployment, now at 11 percent, should decline in Rotterdam as Common Market trade improves. The OECD predicts that nearly 5 million new jobs will open in Europe as the market unifies. Even so, that number will not absorb the approximately 16 million people on the Continent who are currently unemployed.

Most Rotterdam women do not work. Last year less than one-third of working age women were employed. The Port of Rotterdam, the city's largest employer, hires only 9 percent of all working women.

A 1987 Regional Survey for Business Development in the Netherlands shows that profitability in Rotterdam is at its highest level since that survey began in 1974. Rotterdam has a small subway and a well-developed educational system, including a university closely linked to the business community. If predictions of a Common Market boom come true, the Continent's Dutch gateway should give global traders a valuable base of operations.

—Peter Inserra
Paris, France

LEFTOVERS

Rotterdam managers have more spending money than do most Dutch managers. (Average annual disposable income per income-earner, by labor force sector, in US$, 1982)*

Sector	*The Netherlands*	*Rotterdam*
Total	$9,873	$9,026
Independent	13,221	12,959
Managers	19,326	21,498
Employees	10,375	9,963
Pensioners	8,464	8,127
Nonworkers	5,056	5,506

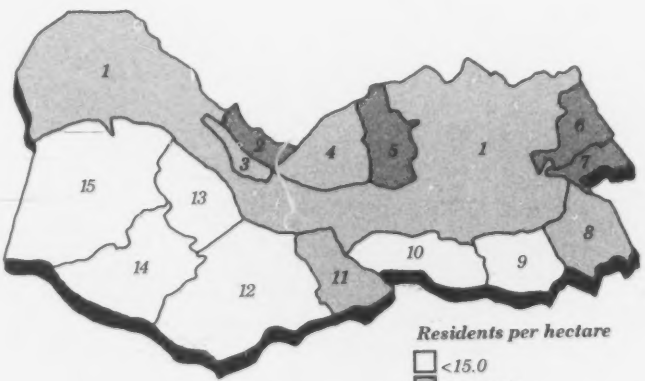
** Note: 2.67 Guilders = 1 US$ in 1982.*

Source: Key Figures Rotterdam Area 1987, *Industrial Information Rotterdam Area, World Trade Center, 22nd Floor, Beursplein 37, P.O. Box 30103, 3001 DC, Rotterdam.*

ROTTERDAM OVERFLOW

Of the 15 communities in the Rijnmond region, Rotterdam is the most populous, but Maassluis and Schiedam, for example, are denser. (Rijnmond communities by density, 1984)

1 Rotterdam
2 Maassluis
3 Rozenburg
4 Vlaardingen
5 Schiedam
6 Capelle a/d IJssel
7 Krimpen a/d IJssel
8 Ridderkerk
9 Barendrecht
10 Albrandswaard
11 Spijkenisse
12 Bernisse
13 Brielle
14 Hellevoetsluis
15 Westvoorne



Source: Key Figures Rotterdam Area 1987, *Industrial Information Rotterdam Area, World Trade Center, 22nd Floor, Beursplein 37, P.O. Box 30103, 3001 DC, Rotterdam.*

FEAR THE FRIENDLY SKIES?

Consumers vote on airlines, airports, and aviation as their pocketbooks come in for a landing.

It seems like only yesterday that the party ended and airline deregulation began. But this year marks the tenth anniversary of a change in U.S. aviation history that defies uncensored description by many frequent fliers. What do people think about airplanes, airports, and the experience of flying since that fateful trust-busting day?

Clearly, more people are flying, says Richard E. Livingston, consultant to the International Foundation of Airline Passengers' Association. Livingston claims that the demand for flying has increased by 50 percent since deregulation. Between 1986 and 1987, the number of passengers in the U.S. grew from 418 million to 450 million. That number is projected to reach 650 million by 1997.

Statistics Canada reports that Canadian airline passengers increased from 21 million in 1975 to 27 million in 1985. The number of international passengers grew faster than the number of domestic passengers.

But more people are flying late. Of the 17,000 flights in the U.S. each day, over 2,000 hours are wasted in delays, says Livingston. That costs $4.6 million per day and is "equivalent to canceling all the flights of one major airline every day or stopping all air transportation in the country for one month a year."

Punctuality is only one of several issues that concern airline passengers worldwide. While flying on time is the number one concern of North American passengers, seating comfort, safety, and carry-on baggage space are three airline features that passengers worldwide would like to see improved.

PRODUCT COMPARISON

Last year the IFAPA asked nearly 30,000 frequent flyers from more than 100 countries about their flying preferences. The results of that study, the *1987 Passenger Preference Survey*, shows how travel concerns differ from region to region.

European airline carriers are widely recognized as the best. Of the total nominations for best airline carrier, Swissair received the highest share—13 percent. Singapore Airlines, Lufthansa, American, and British Airways are next in popularity. While Swissair was the airline of choice in all regions, Singapore Airlines received a higher vote of confidence in Asia and Europe, while Lufthansa receives top billing in

AIRPORT AWARDS

Passengers' four favorite airports also run the smoothest operations.
(Airport that is most preferred, safest and has the smoothest border crossing, ranked by region of respondents' residence, in percent of total nominations, 1987)

THE BEST

Airport	*North America*	*Worldwide*
Amsterdam	7%	12%
Singapore	4	11
Frankfurt	3	6
London (Heathrow)	4	6
Tampa	11	6
Atlanta	9	5
Zurich	3	5
Paris (de Gaulle)	2	5
Dallas/Fort Worth	7	4
New York (Kennedy)	3	3

THE SAFEST

Airport	*North America*	*Worldwide*
Frankfurt	11%	12%
London (Heathrow)	12	12
Tokyo (Narita)	5	9
Zurich	6	7
Tel Aviv	9	6
Amsterdam	4	4
Singapore	1	4
Paris (de Gaulle)	3	3
New York (Kennedy)	4	3
Hong Kong	2	3

THE SMOOTHEST

Airport	*North America*	*Worldwide*
London (Heathrow)	13%	12%
Singapore	5	10
Frankfurt	8	9
Amsterdam	8	8
Zurich	7	8
Geneva	3	4
Paris (de Gaulle)	2	4
Tokyo (Narita)	2	3
New York (Kennedy)	4	3
Copenhagen	2	2

Source: 1987 Passenger Preference Survey, *International Foundation of Airline Passengers' Association, Geneva, Switzerland, June 1987, tables 3.02, 3.09, 3.10.*

Latin America, Europe, the Middle East, and Africa.

Passengers are not as confident about U.S. airlines as they are about others. Although Delta is the second most popular U.S. airline after American, six U.S. carriers made the list of top ten disappointing airlines, according to the survey.

These results show that deregulation has affected American attitudes toward flying. Fully 71 percent of respondents outside North America favor decontrol, while only 59 percent of North Americans do. In fact, 52 percent of U.S. respondents think that deregulation "worsens conditions at airports," and 48 percent think it "impacts adversely on safety." European respondents are most in favor of decontrol—by a ratio of five to one.

A comfortable plane ride to an American is not the same thing as a comfortable ride to a European. Cabin noise, smooth flying, and washroom cleanliness are more important to non-American passengers. But all passengers show couch potato tendencies: the seat itself is the most important aircraft concern for passengers in Bangkok or Iowa. Leg room and spaciousness are also important, especially as a flight gets longer.

Airports could stand some improvements too, according to most airline passengers. Quicker baggage-claim, faster check-in procedures, and tighter security are all passenger concerns. Easier plane-changing is a more important concern to North Americans than to other passengers.

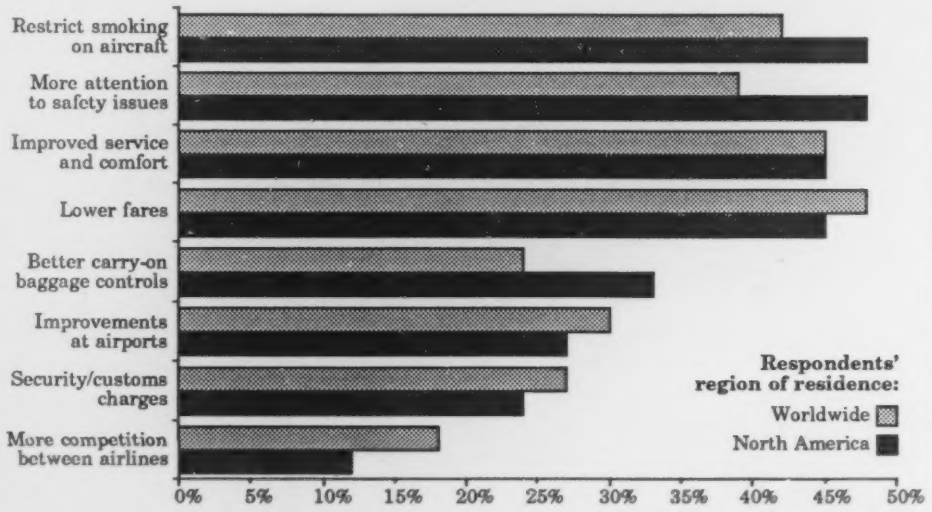
The Amsterdam and Singapore airports vie for popularity. Amsterdam's is one of the top three airports in popularity among respondents in every region of the world, and it is more popular with frequent fliers and women. Singapore's airport is particularly popular among young travelers and for those flying first class.

But Livingston warns that quality and airline service need review: "Have we all been deceived by rainbow-colored promises from a government and an industry that cannot, or will not, deliver the services we like to think we're entitled to?"

—Blayne Cutler

FLYING GRIPES

North American passengers are more concerned about smoking and safety than all international passengers. (Passengers' largest aviation concerns, by region of respondents' residence, in percent of nominations, 1987)



Source: 1987 Passenger Preference Survey, *International Foundation of Airline Passengers' Association, Geneva, Switzerland, June 1987, table 4.01.*

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REGIONS: CONSUMER TRENDS AROUND THE WORLD

EUROPE

More people are living the good life in Norway. The share of Norwegians experiencing at least three "poor living conditions" fell for both men and women in all age groups between 1973 and 1983, according to the Central Statistical Bureau of Norway.

In *Level of Living in Norway: Inequality, Stability and Comprehensive Measures*, the Central Statistical Bureau identifies "poor living conditions" as unemployment, no more than a primary-school education, limited social contact or club membership, and problems relating to the work environment. While one-quarter of all Norwegians experienced at least three of these conditions in 1973, only 10 percent did in 1983.

The gender gap in living conditions has declined. In 1973, 31 percent of women and 15 percent of men experienced at least three poor living conditions, but by 1983 only 11 percent of women and 6 percent of men reported the same situation. All age groups are living better, but among the groups, Norwegians aged 45 to 66 have the hardest time—14 percent live in poor conditions, versus 8 percent of Norwegians aged 25 to 44, and only 3 percent of those aged 16 to 24.

Only the elderly (aged 67 to 79) are in the same position as they were a decade ago. The share of people living in poor conditions in that age group dropped only from 9 to 8 percent.

ASIA/ PACIFIC

"Winky" brings South Korean photographers home. The first domestic camera, Samsung's "Winky," may win the shutter-snapping fingers of South Koreans away from Japan. *Korea Business World* reports that six out of ten South Koreans now buy domestic cameras. Seven out of ten South Koreans bought Japanese imports only ten years ago. And Samsung's new product is starting to play in the big leagues: 100,000 Japanese are now the proud owners of South Korean Winkys.

If roller coasters can go indoors, why can't ski slopes? Japan's Kajima Corporation has plans under way to enclose three slopes under a 65-meter-high roof. JETRO (Japan External Trade Organization) reports that an annual attendance of 400,000 to 500,000 on the Kajima slopes will cover the US$50 million construction cost within eight years.

How will snow fall from a ceiling? Nine machines will produce 27 cubic meters of snow every hour, according to JETRO. But Japanese may have to rely on something more than four walls to keep them warm. Kajima's Leisure Business Development Team plans to keep the temperature of the indoor ski slopes at 32° F.

INTERNATIONAL DEMO MEMO

The number of people added to the world:

Every minute	*150*
Every day	*220,000*
Every year	*80,000,000*

Source: Populi, *UNFPA, vol. 14, no. 1, 1987, p. 5.*

And those Japanese who suffer from cabin fever will take comfort in the fact that the walls of the indoor slope will show mountain landscapes to "create a feeling of skiing outdoors."

Americans may soon flee to Canada for abortions. While the United States is grappling with its own abortion legislation, Canada just removed all criminality from abortion for the first time in 20 years, according to the International Planned Parenthood Federation (IPPF).

Prior to Canada's Supreme Court ruling, abortion was a punishable offense unless a therapeutic-abortion committee certified that a woman's life or health was threatened. But IPPF reports that nearly 40 percent

of Canadian women did not have access to such a committee. In 1985 about 61,000 abortions were performed in Canada, nearly half of which were performed in Ontario. Abortion services are available primarily to high-income, educated women.

Botswana's population is growing fast: expect 2.6 million people by 2011. While the total population

of Botswana will double in just 25 years, regional growth will vary, according to Botswana's Central Statistical Office.

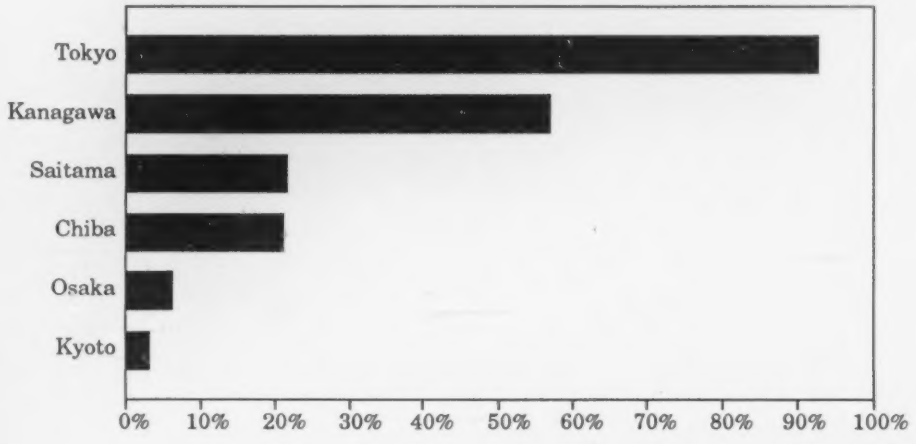
Urban areas will grow faster than rural areas. By 2011 Gaborone and Francistown will have a combined population of one-half million people. Today their populations add up to just over 100,000. Botswana's total urban population will grow from 245,000 in 1986 to 923,000 in 2011.

In rural areas, which now have 883,000 people, the districts of Ngwaketse, Barolong, and Kweneng will double. By 2011 Botswana's rural population will reach 1.7 million—more than the nation's current total population of 1.1 million.

CITY STATS

LANDFLATION

Tokyo land prices nearly doubled in one year.
(Average price increase of residential land in several Japanese cities, 1986–87)



Source: "Graphic View of Tokyo," Tokyo Municipal News, Tokyo Metropolitan Government, vol. 37, no. 4, Winter 1988, p. 8.

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The Metropolis Era: A World of Giant Cities, edited by Mattei Dogan and John D. Kasarda, Sage Publications, P.O. Box 5084, Newbury Park, CA 91359, US$40.00.

In twelve years, the entire population of Sweden will pack up and move to Mexico City. That may sound ominous, but in sheer numbers it's true. By 2000, the number of people in Mexico City will equal the city's current population plus the current population of Sweden—about 26 million people combined.

How will giant cities of the world cope with twice as many people when their infrastructure already is strained? Editors Mattei Dogan and John Kasarda give a region-by-region glimpse of a world where more than 500 metropolises have at least 1 million people and about 70 more have at least 4 million people—a world that is only 20 years away.

Despite poor sanitation, high crime, and inadequate housing, migrants continue to flood cities. Since rural employment prospects are even worse than urban ones, the flow grows stronger each year. But as Dogan and Kasarda note, newly urbanized migrants often feel more optimistic about their living conditions than do industrialized outsiders looking in. "We didn't feel we were in such dire straits until you told us how awful our conditions were," said one Mexico City resident at the Barcelona Conference on Giant Cities.

Public spending in "giant" cities is increasing at the expense of spending in medium to smaller cities. In addition to providing public-health and education facilities, these urban meccas provide a wealth of consumer goods and cultural attractions. Dogan and Kasarda predict that giant cities will continue to grow as long as they remain "islands of hope for those seeking economic opportunity and a better life."

—Blayne Cutler

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